Name:	Date:	Class:

#### **S** BUILDING BLOCKS STUDENT WORKSHEET

# Creating an insurance commercial

In this activity, you'll create a 30- to 45-second commercial that shows people how a certain type of insurance can protect them and minimize their financial risk.

#### Instructions

- 1. Select a type of insurance to focus on for your commercial.
- 2. Analyze why having this type of insurance is important.
- 3. Write a tagline capturing key qualities of your insurance solution (to make it memorable).
- 4. Write and perform your commercial.

#### Featured insurance

What type of insurance will your commercial focus on?

### **Analysis**

List things that can go wrong that might be related to the type of insurance you chose. Then, identify why insurance would be important in those situations and what might happen if you didn't have insurance.

An event or incident that could cause you to need this type of insurance	Why this type of insurance would be important in this situation – What might happen if you didn't have insurance?

# **Tagline**

What is your main message, or tagline, for your commercial that will help people see how important this insurance is to minimizing their risk?

# Script

Write a script for a commercial that will take 30 to 45 seconds to perform and gather materials and props you need. Be prepared to perform your commercial for the class.